

# MARLBORO 1997 HISPANIC COMMUNITY EVENTS

MARKET NEWSPAPERS	PUB. DAY	CIRC	DIM.	COLS.	TOTAL COL. IN.	OPEN RATE	SPOT CHARGE	FULL PAGE B/W RATE	FULL PAGE SPOT COLOR	# OF INS.	TOTAL COST	INS. DATE
<b>CARNAVAL March 2</b>												
<b>MIAMI FLORIDA</b>												
DIARIO LAS AMERICAS	T-SUN	68.6	13 X 21	6	120	\$30.00	\$420.00	\$3,780.00	\$4,200.00	1	\$4,200	2/21
EL NUEVO HERALD	DAILY	102.2	13x21	6	135	\$40.00	\$695.00	\$5,400.00	\$6,095.00	2	\$12,190	2/28, 2/21
EL NUEVO PATRIA	THR	28.0	10 X 16	6	96	\$14.35	\$95.00	\$1,377.60	\$1,472.60	1	\$1,473	2/20
EXITOI	WED	81.0	10x13	5	65	\$36.20	\$236.00	\$2,353.00	\$2,589.00	2	\$5,178	2/28, 2/19
LA VOZ DE LA CALLE	FRI	20.0	10 1/2 X 17	6	102	\$10.00	\$100.00	\$1,020.00	\$1,120.00	1	\$1,120	2/28
VIVA SEMANAL	MON-FRI	55.0	11 X 18	5	65	\$24.50	\$160.00	\$1,592.50	\$1,752.50	1	\$1,753	2/21
EL HERALDO DE BROWARD	WED	13.0	10 1/2 X 15	5	75	\$10.85	\$100.00	\$813.75	\$913.75	1	\$914	2/19
LA ISLA	LAST DAY OF MO.	10.0	10 X 16	5	80	\$13.75	\$165.00	\$1,100.00	\$1,265.00	1	\$1,265	2/28
IMAGEN LATINOAMERICANA	FRI	20.0	10 1/2 X13	6	83	\$24.10	\$50.00	\$2,000.30	\$2,050.30	1	\$2,050	2/28
LA PRENSA CENTROAMERICANA	THR	10.0	13 X 21.5	6	129	\$11.66	\$100.00	\$1,504.14	\$1,604.14	1	\$1,604	2/20
<b>MIAMI TOTAL</b>		<b>407.8</b>						<b>\$20,941.29</b>	<b>\$23,062.29</b>	<b>12</b>	<b>\$31,746</b>	
<b>CALLE OCHO March 9</b>												
<b>MIAMI FLORIDA</b>												
DIARIO LAS AMERICAS	T-SUN	68.6	13 X 21	6	126	\$30.00	\$420.00	\$3,780.00	\$4,200.00	1	\$4,200	2/28
EL NUEVO HERALD	DAILY	102.2	13x21	6	135	\$40.00	\$695.00	\$5,400.00	\$6,095.00	2	\$12,190	2/26, 3/5
EL NUEVO PATRIA	THR	28.0	10 X 16	6	96	\$14.35	\$95.00	\$1,377.60	\$1,472.60	1	\$1,473	3/8
EXITOI	WED	81.0	10x13	5	65	\$36.20	\$236.00	\$2,353.00	\$2,589.00	2	\$5,178	2/26, 3/5
LA VOZ DE LA CALLE	FRI	20.0	10 1/2 X 17	6	102	\$10.00	\$100.00	\$1,020.00	\$1,120.00	1	\$1,120	2/21
VIVA SEMANAL	MON-FRI	55.0	11 X 18	5	65	\$24.50	\$160.00	\$1,592.50	\$1,752.50	1	\$1,753	2/24
EL HERALDO DE BROWARD	WED	13.0	10 1/2 X 15	5	75	\$10.85	\$100.00	\$813.75	\$913.75	1	\$914	3/5
LA ISLA	LAST DAY OF MO.	10.0	10 X 16	5	80	\$13.75	\$165.00	\$1,100.00	\$1,265.00	1	\$1,265	2/28
IMAGEN LATINOAMERICANA	FRI	20.0	10 1/2 X13	6	83	\$24.10	\$50.00	\$2,000.30	\$2,050.30	1	\$2,050	2/21
LA PRENSA CENTROAMERICANA	THR	10.0	13 X 21.5	6	129	\$11.66	\$100.00	\$1,504.14	\$1,604.14	1	\$1,604	2/27
<b>MIAMI TOTAL</b>		<b>407.8</b>						<b>\$20,941.29</b>	<b>\$23,062.29</b>	<b>12</b>	<b>\$31,746</b>	
<b>FIESTA BROADWAY 4/27</b>												
<b>LOS ANGELES</b>												
AZTECA	WED	36.0	13x21.5	6	129	\$15.00	\$200.00	\$1,935.00	\$2,135.00	1	\$2,135	4/23
EASTERN GROUP PUB	THR	76.0	13x21	6	126	\$25.00	\$140.00	\$3,150.00	\$3,280.00	2	\$6,580	4/24, 4/17
EL ECONOMICO	WED	33.5	10x13	5	65	\$22.24	\$250.00	\$1,445.60	\$1,695.60	1	\$1,696	4/23
EXCELSIOR	FRI	54.3	10.25x12.75	5	65	\$27.18	\$330.00	\$1,766.70	\$2,096.70	2	\$4,193	4/25, 4/18
LA OPINION	DAILY	100.0	13x21.5	6	129	\$29.28	\$320.00	\$3,777.12	\$4,097.12	2	\$8,194	4/18, 4/25
LA VOZ LIBRE	THR	44.5	11.5x17	5	80	\$20.00	\$160.00	\$1,600.00	\$1,760.00	1	\$1,760	4/24
TU MUNDO	THR	340.0	10x13	5	60	\$80.92	\$350.00	\$4,855.20	\$5,205.20	3	\$15,616	4/10, 4/17, 4/24
UNION HISPANA	FRI	35.0	10x13.25	5	65	\$18.45	\$100.00	\$1,199.25	\$1,299.25	1	\$1,299	4/25
WAVE NEWSPAPER GROUP	THR	415.0	13x21.5	6	129	\$75.00	\$824.20	\$9,675.00	\$10,499.20	2	\$20,998	4/17, 4/24
PARA TI	WED	201.0	10 X 12	5	70	\$64.62	\$705.00	\$4,523.40	\$5,228.40	2	\$10,457	4/16, 4/23
<b>LOS ANGELES TOTAL</b>		<b>1335.3</b>						<b>\$33,927.27</b>	<b>\$37,306.47</b>	<b>15</b>	<b>\$72,928</b>	

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# 116th STREET FESTIVAL 6/7

## NEW YORK, NEW YORK

CONTINENTAL	THR	38.0	10x14	5	11	\$100.00	\$100.00	\$1,450.00	\$1,550.00	2	\$5,100	6/21, 22
EL DIARIO/LA PRENSA	DLY SUN-F	68.0	9 13/16x13.5	6	81	\$41.00	\$350.00	\$3,321.00	\$3,671.00	2	\$7,342	5/30, 6/4
EL ESPECIAL	WED	76.0	10.5x13	4	52	\$40.00	\$380.00	\$2,080.00	\$2,460.00	2	\$4,920	5/28, 6/4
IMPACTO LATIN NEWS	WED	53.0	10x14	5	72	\$42.00	\$250.00	\$3,024.00	\$3,274.00	2	\$6,548	5/28, 6/4
LA VOZ HISPANA	THR	38.0	10 X 16	7	70	\$16.00	\$200.00	\$1,120.00	\$1,320.00	1	\$1,320	6/5
NOTICIAS DEL MUNDO	DLY M-F	32.0	13x21	6	126	\$25.48	\$300.00	\$3,210.48	\$3,510.48	1	\$3,510	6/5
NEW YORK TOTAL		305.0						\$15,205.48	\$16,785.48	10	\$28,740	

# FORT BLISS 7/18-7/20

NORTE DE CIUDAD JUAREZ	DAILY	30	13 X 21	6	126	\$14.00	\$100.00	\$1,764.00	\$1,864.00	1	\$1,864	7/14
VECINOS DEL VALLE	WED	31	13 X 22.25	6	429	\$10.00	\$228.00	\$4,290.00	\$4,518.00	1	\$4,518	7/16
DIARIO DE JUAREZ / CHIHUAHUA	DAILY	95.4	13 X21	8	126	\$18.00	\$100.00	\$2,268.00	\$2,368.00	2	\$4,736	7/11, 7/15
EL PASO TOTAL		156.4						\$8,322.00	\$8,750.00	4	\$11,118	

# FORT CARSON 8/1-8/3

LA VOZ	WED	20	10 X 14	5	64	\$11.25	\$123.00	\$740.00	\$1,000.00	1	\$1,065.00	7/30
EL SEMENARIO	THR	21	9 7/8 X 11 7/8	5	60	\$17.10	\$75.00	\$1,026.00	\$1,101.00	1	\$1,101.00	7/31
DENVER TOTAL		41						\$1,971.00	\$2,166.00	2	\$2,168.00	

# LA COUNTY FAIR 9/28

AZTECA	WED	36.0	10x21.5	6	126	\$18.00	\$200.00	\$1,936.00	\$2,136.00	1	\$2,136	9/24
EASTERN GROUP PUB	THR	76.0	13x21	6	126	\$25.00	\$140.00	\$3,150.00	\$3,290.00	2	\$6,580	9/18, 9/25
EL ECONOMICO	WED	33.5	10x13	5	65	\$22.24	\$250.00	\$1,445.60	\$1,695.60	1	\$1,696	9/24
EXCELSIOR	FRI	54.3	10.25x12.75	5	65	\$27.18	\$330.00	\$1,766.70	\$2,096.70	2	\$4,193	9/19, 9/26
LA OPINION	DAILY	100.0	13x21.5	6	129	\$29.28	\$320.00	\$3,777.12	\$4,097.12	2	\$8,194	9/19, 9/26
LA VOZ LIBRE	THR	44.5	11.5x17	5	80	\$20.00	\$160.00	\$1,600.00	\$1,760.00	1	\$1,760	9/25
TU MUNDO	THR	340.0	10x13	5	60	\$80.92	\$350.00	\$4,855.20	\$5,205.20	2	\$10,410	9/18, 9/25
UNION HISPANA	FRI	35.0	10x13.25	5	65	\$18.45	\$100.00	\$1,199.25	\$1,299.25	1	\$1,299	9/26
WAVE NEWSPAPER GROUP	THR	415.0	13x21.5	6	129	\$75.00	\$824.20	\$9,675.00	\$10,499.20	2	\$20,998	9/18, 9/25
PARA TI	WED	201.0	10 X 12	5	70	\$64.62	\$705.00	\$4,523.40	\$5,228.40	2	\$10,457	9/17, 9/24
LOS ANGELES TOTAL		1335.3						\$33,927.27	\$37,306.47	14	\$67,723	

# RAICES FESTIVAL 10/27

LA PRENSA	THR	23.0	10 13/16 X 16	5	80	\$17.00	\$80.00	\$1,360.00	\$1,440.00	1	\$1,440.00	10/23
EL NUEVO SIGLO	THR	22.0	10 X 16	6	96	\$10.00	\$100.00	\$672.00	\$772.00	1	\$772.00	10/23
LA GACETA	FRI	18.0	10 X 16 1/2	5	83	\$8.50	\$125.00	\$705.50	\$830.50	1	\$830.50	10/24
LATINO INTERNACIONAL	THR	35.0	10 X 16	4	64	\$18.80	\$75.00	\$1,203.20	\$1,278.20	2	\$2,556.40	10/23
ORLANDO TOTAL		98.0						\$3,940.70	\$4,320.70	5	\$5,598.90	

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# PAN AMERICAN FESTIVAL 8/9-8/10

CHICAGO											
EL IMPARCIAL	THU	25.4	10 1/4x13	5	65	\$18.20	\$150.00	\$1,153.00	\$1,333.00	1	\$1,333
EL DIA	FRI	30.0	10.5x14	6	129	\$19.20	\$145.00	\$2,476.80	\$2,621.80	1	\$2,622
EXITO!	THR	71.0	10 13/16x14	5	70	\$35.71	\$300.00	\$2,499.70	\$2,799.70	2	\$5,599
EXTRA	THR	50.6	10.25x13	5	65	\$46.15	\$225.00	\$2,999.75	\$3,224.75	2	\$6,450
LA RAZA	THR	150.0	10 13/16x13	5	65	\$65.00	\$300.00	\$4,225.00	\$4,525.00	3	\$13,575
LAWDALE NEWS	THR	150.0	10x13	6	78	\$54.00	\$150.00	\$4,212.00	\$4,362.00	2	\$8,724
MUNDO HISPANO	FRI	18.0	10.25x14	5	70	\$12.50	\$100.00	\$875.00	\$975.00	1	\$975
CHICAGO DEPORTIVO	THR	12.0	10 1/2 X16	5	77.5	\$10.22	\$100.00	\$792.05	\$892.05	1	\$892
LA VOZ DE CHICAGO	FRI	20.0	10 1/2 X16	5	65	\$18.46	\$125.00	\$1,200	\$1,324.90	1	\$1,325
EL CONQUISTADOR	1st & 15th	12.0	10 1/2 16	5	77.5	\$10.22	\$100.00	\$792.05	\$892.05	1	\$892
LATINO JOURNAL	1st & 15th	12.0	10 1/2 X 16	5	77.5	\$10.22	\$100.00	\$792.05	\$892.05	1	\$892
EL HERALDO	THR	15.0	16 X 10 1/4	5	80	\$18.46	\$100.00	\$1,476.80	\$1,576.80	1	\$1,577
CHICAGO TOTAL		586.0						\$18,471.25	\$19,841.25	12	\$39,278

## BLOCK BUSTER SFP

SAN DIEGO											
AZTECA	WED	36.0	13x21.5	6	129	\$15.00	\$200.00	\$1,935.00	\$2,135.00	1	\$2,135
EASTERN GROUP PUB	THR	76.0	13x21	6	126	\$25.00	\$140.00	\$3,150.00	\$3,290.00	2	\$6,580
EL ECONOMICO	WED	33.5	10x13	5	65	\$22.24	\$250.00	\$1,445.60	\$1,695.60	1	\$1,696
EXCELSIOR	FRI	54.3	10.25x12.75	5	65	\$27.18	\$330.00	\$1,766.70	\$2,096.70	2	\$4,193
LA OPINION	DAILY	100.0	13x21.5	6	129	\$29.28	\$320.00	\$3,777.12	\$4,097.12	2	\$8,194
LA VOZ LIBRE	THR	44.5	11.5x17	5	80	\$20.00	\$160.00	\$1,600.00	\$1,760.00	1	\$1,760
TU MUNDO	THR	340.0	10x13	5	60	\$80.92	\$350.00	\$4,655.20	\$5,205.20	2	\$10,410
UNION HISPANA	FRI	35.0	10x13.25	5	65	\$18.45	\$100.00	\$1,199.25	\$1,299.25	1	\$1,299
WAVE NEWSPAPER GROUP	THR	415.0	13x21.5	6	129	\$75.00	\$824.20	\$9,675.00	\$10,499.20	2	\$20,998
LOS ANGELES TOTAL		1134.3						\$29,403.87	\$32,078.07	14	\$57,268

## TEXAS STATE FAIR 10/5-10/19

DALLAS											
EL HERALDO NEWS	FRI	22.0	13x21	6	126	\$15.00	\$95.00	\$1,890.00	\$1,985.00	1	\$1,985
EL EXTRA	THR	27.6	13x21	6	126	\$16.00	\$95.00	\$2,016.00	\$2,111.00	2	\$4,222
EL HISPANO NEWS	THR	30.2	13X21	6	126	\$13.50	\$80.00	\$1,701.00	\$1,781.00	2	\$3,562
EL SOL DE TEXAS	THR	25.3	13X21	6	126	\$18.00	\$125.00	\$2,268.00	\$2,393.00	1	\$2,393
DALLAS TOTAL		105.1						\$7,875.00	\$8,270.00	6	\$12,162

TOTAL COMMUNITY EVENTS

106 \$360,473

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